

# FREQUENTLY ASKED QUESTIONS

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## **Who should be involved?**

Anyone in the community who is interested in creating a more walkable community should be involved in the Walk to School program. Here is a list of people who are typically involved in Walk to School events: kids, parents, grandparents, caregivers, teachers, principals, superintendents, mayors, city council members, local police departments, local fire departments, local celebrities, community organizations and more!

## **Why should I register my event on the *International Walk to School* website?**

By [registering your event online](#) you are letting the world know that your community is walking! By registering you are also automatically added to the Walk to School mailing list so that you can receive email updates and other useful information about the upcoming event.

## **What if it's too far to walk?**

Many families and communities are located in rural areas - but that doesn't stop them from walking! Have parents drop kids off at a local establishment a mile from school and let them all walk to school in a group. Or, hold your walk during lunchtime at the school track. The idea is to get walking! Improvise and customize your walk to fit your community.

## **How do I get parents and other schools to participate?**

Spread the word! Make sure everyone knows when Walk to School Day is as well as any additional information about the walk such as time, place, route, etc. Promote your event well in advance by sending home letters or flyers to parents, informing them about Walk to School Day. You can download resource materials at <http://www.cdc.gov/nccdphp/dnpa/kidswalk/resources.htm>. Make sure kids know about Walk to School Day by making announcements on the school intercom or review pedestrian safety tips and the health benefits of walking, in class, prior to *Walk to School Day*.

## **What kind of activities should I plan for that day?**

Many organizers plan a morning of activities which are "kicked-off" by the walk itself. This could include a breakfast gathering at the school, an assembly about pedestrian safety or healthy behaviors, a special presentation given by the local police or fire chief. The possibilities are endless.

## **How do I get the local media involved?**

The media can be a great help in helping to spread the word about Walk to School Day. Call your local T.V. and radio stations as well as the local newspaper and inform them of your upcoming event. Or use the fill-in-the-blank news release <http://www.cdc.gov/nccdphp/dnpa/kidswalk/resources.htm> to send to local media outlets. Most media companies will be glad to do a story on Walk to School Day.

## **How can I incorporate walking to school in my community's everyday activities?**

Many communities have adopted the walking school bus as a way for kids to walk to school everyday. Other communities celebrate walking by keeping walking logs or by instituting "Walking Wednesdays" for example, and other programs.